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Research on Experiential Marketing Strategy Based on the Sale of Baking Products

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Abstract: To understand the consumer is the prerequisite for the enterprise to enter the consumer market. With the market competition intensified, Traditional marketing strategy is difficult to achieve the expected goal of the enterprise. It needs new marketing theory to guide the market and satisfy the demand. In this paper, the sales of baking products are taken for an example in which 425 questionnaires analyze five models of emotion, culture, service, environment and personality in detail and the paper supplies some corresponding suggestions & measure to tackle the problems as the lack of large-scale leading enterprises and Enterprise homogeneity.

Keyword: experience marketing Baking products marketing strategy

1. INTRODUCTION

American future scientist Alvin Toffler has predicted that the next step in the service economy is to experience economy, people will create more and more experience related to economic activities, businesses will rely on providing experience services to win ^[1]. With the continuous development of economy, businesses and consumers gradually become rich from the scarcity of resources. Consumers are willing to pay more for a better experience or resources. The enterprise also has the ability to provide a better experience for the high quality demand and keep reasonable profit. Economic model gradually changed from the scarce in the past to the strong in the present. Consumer demand will be split into different products and services. Companies focusing on the needs of consumers develop personalized marketing programs, in order to enhance the consumer experience. So experiential marketing forms the inevitable trend of development in twenty-first Century.

2. EXPERIENCE MARKETING RESEARCH STATUS AT HOME AND ABROAD

Experiential marketing means that the enterprise in the sales process provides customers with the pain? points to meet their needs, so as to attract customers, so that customers feel pleasure in the sales process, in order to increase the probability of turnover, reduce customer resistance to price factors, thereby enhancing the competitiveness of enterprises, form the difference between different enterprises competition, deepen customer's memory of the enterprise or brand, improve customer loyalty excellent marketing program ^[2].

Strategic horizon LLP founder Joseph pine and James H. Gilmore (2001) proposed the concept of experiential marketing that the enterprise needs from consumer behavior, thinking, sensory, emotional, association five aspects to design and planning of the marketing concept ^[3]. Professor Schmidt from the "experiential marketing" points out that: Experience marketing is the product and service as the carrier, to meet the needs of customers for the purpose, the use of a variety of means and methods to allow customers to experience the product or service, and allow customers to leave a deep impression, so as to promote the marketing model of sales. Bernd - H - Schmidt (2001) proposed the experience marketing and pointed out that experiential marketing has four characteristics: focused consumer experience, consumer's rationality and

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perception, random selection of customers, the objective conditions of consumption^[4].

Theoretical research level is closely related to the economic level of the country. Western countries, led by the United States developed into the experience of the economic era, so the study of the experience of the economy is more profound. In recent years, with China's rapid economic development, the consumption characteristics of experiential marketing is also gradually presented, but the theoretical research is still in a relatively early stage. The current research is divided into two categories: one is theoretical research, such as XieWanxin (2001) analysis of the concept of experiential marketing and meaning, as well as how to meet the consumer's sensory experience, personal experience, related experience, and lists the specific cases^[5]. Wang Jianling (2003) from the point of view of brand analysis experience marketing in the process of enterprise operation positive and practical effect^[6]; another kind of study is to combine the experience marketing and actual case contact (4), such as YueKeguo (2012) of Jinan local coffee business mode of marketing and experience marketing strategy for research and Liu Quantong (2013) of Faraday Henan Zhengzhou distribution company experience marketing strategy research^[7].

The author believes that experience marketing has five main characteristics: experience marketing needs to have a clear theme; experience marketing theory is different from the traditional marketing theory. The traditional marketing theory in the process of customer consumption is in accordance with rational thinking, and experience marketing theory in the actual consumption process in addition to rational thinking, but also by the impact of perceptual thinking; consumer experience is the focus of experiential marketing; customer demand is the center of experience marketing; experience marketing products and services design, production and sales need to provide good customer experience for the purpose^[8].

3. MARKETING SITUATION AND PROBLEM ANALYSIS OF BAKING PRODUCT ENTERPRISE

According to "China Food Network" data statistics show that baking food sales are growing at a rate of over 27% per year. In 2013, the cake as a representative of the entire baking industry has reached 250 billion yuan of industrial scale, and is expected in 2015 that the market size will reach 400 billion yuan^[9]. Sales have increased rapidly, but there are problems such as fragmented market, the lack of large-scale leading enterprises, the homogenization of serious, less good brands and other issues.

3.1 Low levels of competition, more for the price war

At present, the small and medium-sized enterprises are the main ones in the baking food market in our country, accounting for 94% of the total number of enterprises (data sources from China business network), lacking of brand benefit of scale of large enterprises. Market is divided among many small and medium brands, different levels of brand in the division of different markets. The competition between brands is mainly manifested in the aspects of product competition, channel competition and price competition^[10]. Really relying on brand sales of very few, resulting in the baking market is still stuck in a primary, low level of competition era. In addition, compared with the prosperity of the baking industry, domestic baking industry lags behind, for the marketing model has restricted the development of the baking industry to a higher level. Fits, do a few decades of a single product, a simple marketing model, backward technology has become the bottleneck of the development of the Western cake industry. At the same time the price war reduces the profit of enterprises, so that enterprises can't invest in other marketing methods to increase customer experience

3.2 Serious product homogeneity

But as with any growing industry, the baking industry has suffered from a homogenization of competition. Such as baked taste of the products, for example, more than 2 / 3 of the baked food currently on the market is sweet, only less than 1 / 3 of the product is plain or salty. Tastes lack of diversity, while the packaging box design is simple^[11]. The main cause of this phenomenon is the low market threshold for small and medium

enterprises in the industry to enter. Extensive mode of production still exists, industrialization, the degree of standardization is not enough. Products are mostly low grade, the number of brands is not enough, the strength is not clear enough, the homogenization of competition is still relatively serious. Homogenization of products from baking food sales leads to market space shrinking, the homogenization of the market strategy leads to a result that a lot of baking companies can't form their own unique brand positioning and corporate philosophy, and thus can't have the core competitiveness and well-known manufacturers compete^[12].

3.3 Customer positioning error

Enterprises rely on low-end customers. China's baking food companies have targeted at the low-end market. Foreign and Hong Kong well-known enterprises have the strength to continue to enter the China, baking, high-end products in the domestic market in foreign countries. Domestic baking market competition gradually shifted from the vicious competition of low price to a new round of competition in the core of product quality and product development. With the increase of consumer income and brand awareness, a number of poor quality, cheap price, the lack of characteristics of the enterprise will gradually withdraw from the market stage. In the future, the consumption tends to be famous brand and high quality of middle grade products, so the potential of high end baked goods is huge, but still not paid attention to^[13].

4. QUESTIONNAIRE AND DATA ANALYSIS

In order to understand the needs of consumers for baking products, we specially designed the questionnaire about the cognition and preference of baked goods. We distributed a total of 450 questionnaires, 425 valid questionnaires were recovered, and the effective questionnaires were 94%. Survey samples were chosen from the consumers who buy baked goods, they are more reasonable in gender, age, education, residence, income and other dimensions, with a certain degree of representation. The questionnaire is divided into two parts: the first part is the description of the consumer's social population statistics (see Table 1), and the second part is the analysis of experience marketing model (see Table 2).

4.1 Descriptive statistics of the social population of consumers

Table 1. descriptive statistics of consumer demographics

category	personality characteristic	number of people	Proportion	category	personality characteristic	number of people	Proportion
gender	male	102	24%	professional	students	45	10.59%
	female	323	76%		Teachers'	52	12.24%
ages	20 below	37	8.71%		White collar workers	192	45.06%
	20—30	209	49.18%		Individual enterprises	37	8.71%
	30--40	143	33.65%		other	109	23.41%
	More than 40	36	8.47%	The degree of be fond of of baking products	like	292	68.71%
monthly profit	2000 below	95	22.35%		general	123	28.94%
	2000—3000	45	10.59%		Don't like	10	2.35%
	3000—5000	109	25.65%	The way to get the baking food	Go to the store to buy	297	69.88%
	More than 5000	176	41.45%		telephone ordering	56	13.18%
					Online ordering	85	20%
					Do it yourself	240	58.59%

4.1.1 Sex structure

From table 1, it can be seen that the gender ratio of male and female is 24:76, and the proportion of female is significantly higher than that of male. From China Internet Information Center (CNNIC) on the "China Internet network development situation statistics report," a text to see, Chinese social networking site users gender ratio of male and female is 56:43, which can be seen in the baking products of consumers in baked goods are significantly more than men. It can be seen that women are more heated to bake, they are the mainstream of the market consumers^[14].

4.1.2 Age structure

Consumer population is mainly concentrated in the 20-40 years old and it occupies 82% of the total number. Consumers under the age of 20 and 40 years of age accounted for less than 20%, which indicates that the mainstream consumer age level is in 20-40. This part of the consumer generally have a stable job, or have a stable income, so they are the consumer groups that are particularly concerned about baking food enterprises.

4.1.3 Incomes structure

From the table shows that baking consumer income is generally higher. 41% of the consumer income of 5000 yuan or more, 25.65% of the monthly income of consumers is located between 3000 to 5000 yuan, which indicates that baking consumers are a higher income groups. They have a certain economic strength, and are willing to invest a certain cost to obtain quality services and products. So experiential marketing is particularly important for this customer group.

4.1.4 Occupational structure

From the table, we can see that 45.06% of consumers are white-collars who is the mainstream consumer groups baking products. For their consumer psychology and behavior of the production of the corresponding marketing program is very important.

4.1.5 Degree of preference for baking

From the table, only 2.35% of customers do not like baking, accounting for a very small part of the table. Baking products are very attractive, so that consumers can continue to consume, so consumers are likely to form a path dependence.

4.2 The application of experiential marketing model in the field of baking products

Table 2. consumers' purchase intention for baking products

question	variable	number of people	percentage	question	variable	number of people
1. The reasons you do not buy for baking products	I don't like this kind of product	48	11.29	3.The reasons why you choose for baking food	Self consumption	259
	Inconvenient to purchase	142	33.41		Sales promotion	77
	Commodity price is too high	155	36.47		Friends recommended	81
	Quality is not guaranteed	169	39.76		Green health	201
	Other	58	13.65	4.The reasons why you do not buy baking ingredients for the online	Worry about delivery speed	47
2. The source of the information about baking food You know	videoland	186	43.76		Worry about the shelf life of materials	217
	WeChat	188	44.24		Used to go to the supermarket to buy	34
	Friends recommended	199	46.82		Damage occurred in the process of logistics	75

question	variable	number of people	percentage	question	variable	number of people
	Flyer Poster	68	16		Willing to buy their own, there is no suitable channels	37
	microblogging	95	22.35		Other	15
5. Where do you usually buy baked ingredients	Shopping Mall	243	57.18	7.if there are special stores selling baked ingredients, you will be what he attracted to become a loyal customer	Price	219
	chain store	96	22.59		Credit	239
	Day cat shop, Taobao shop	302	71.06		The baking method is introduced in a regular way	249
	Micro shop	22	5.18		The store service	233
	Never buy	8	1.88		Sales volume	111
	Other	16	3.76		brand	96
6. what activities are you most interested in baking food stores	Promotion discount	211	49.65	8. you are willing to pay a monthly fee to become a member of a bakery ingredients, enjoy discounts, product	Be willing	197
	Become VIP customers enjoy the privilege	94	22.12		Unwilling	288
	To the line under the store on-site baking	120	28.24			

From the table 2 data we can learn that the reason why consumers don't buy baked goods is that the quality is not guaranteed. Friends' recommendation is the main way for consumers to know about baked goods. The main reason for consumers not to buy baking ingredients on the Internet is worrying about the quality of the material. Consumers buy baked ingredients mainly from the lynx shop, Taobao shop or large supermarket. The introduction of baking methods and high reputation is an important factor to attract consumers to become loyal customers. The following will be from the emotional, cultural, service, environment and personality of the five models of experiential marketing to carry out specific analysis ^[15].

4.2.1 Emotional patterns

Emotional model tells that the enterprise should pay attention to the emotional changes of the target consumer groups, timely understanding of the things they are concerned about, finding the reasons for their emotional changes, and then found that the various factors that affect the consumer sentiment, and then use those factors to promote the generation of consumers better emotion ^[16]. So that consumers have a good feeling is an important purpose of enterprise marketing experience. From table 2, we can see that 46% of customers are willing to pay a certain fee to become a member, to enjoy better quality of baked food service. Enterprises can through the birthday coupons, baked consumer exclusive day, social welfare activities and other ways to establish a good corporate image, so that consumers have a good impression of the enterprise and feelings, resulting in a good experience.

4.2.2 cultural pattern

Culture is a kind of value concept which is formed through the long historical process. Using excellent cultural experience can cause the resonance of consumers, enhancing consumer recognition of the brand, to narrow the distance between the product and the consumer. In addition, the brand itself also formed its own unique brand culture in the long-term development process. From table 2 shows that only 22% of customers will become loyal customers of baked goods because of brand, which shows that in the brand link, baking companies do not establish a good brand image, lacking of promotion on the brand. So baking companies should invest a certain resources to the brand promotion and brand promotion, and make differences between the product to similar products ^[17], so that consumers feel the difference between the products. Such as the lucky Food Co., Ltd.

Wuhan Shop decoration style is the theme of green, and the packaging box is beautiful and generous, the product price is appropriate, giving a person a bright feeling. This makes the consumers felt lucky brand culture when they entered the shop, So as to form a good impression on the brand.

4.2.3 Service model

In the experience economy era, service occupies a very important position in the experience marketing. Service is good or bad, directly determining the success or failure of experience marketing. In table 2, 55% customers will become loyal customer because of store service, which shows that the service is particularly important for the sale of baked goods, including pre-sale, sale, and after-sales service links. So the enterprise can provide baking guidance services for the VIP customers, to guide customers learning. bake. On the one hand, optimize the experience of a single customer, on the other hand, customers spread the service of the enterprise to more consumers through word of mouth ^[18].

4.2.4 Environmental pattern

In the experience marketing process, combining with the positioning of products or services and creating a suitable shopping environment is very important. Customers can enhance their satisfaction in a comfortable environment ^[19]. The preparation of the environment should perfect combine the product or service characteristics with customer demand. In Table 2, 40% of consumers do not buy baked goods because they concern about the quality of the product is not guaranteed. In order to dispel the concerns of consumers, enterprises should decorate the shop to the design of the beautiful, generous, clean. At the same time, designing front shop mode, allows consumers to static distance observed baking food production process, which not only can discourage consumer concerns about food safety, but also can greatly enhance the consumer experience ^[20].

4.2.5 Personality model

Experience marketing is aimed at customers can feel the difference between the brand and other competitive brands in the experience, so as to deepen the impression of the product ^[21]. So enterprises should actively promote the differentiation of marketing experience, to meet the individual needs of customers. Therefore, according to the different needs of customers in the experience strategy, highlight the individual needs of customers. In the customer's interest in the activities of the bakery food store when consumers clearly show the characteristics of the differences, for different characteristics of consumers, we should take different marketing methods to meet the consumer experience. Table 2 for 50% favorite promotional discounts to provide regular discount activities to meet the needs of these groups, for 22% VIP privileged consumers to provide holiday gift service with a focus on customized baked goods services to meet the unique and distinguished experience of consumers, for 28% customers who are willing to participate in the line baking activities organized by consumers to participate in baking production activities, we create different baking experience for different consumers .

5. MARKETING STRATEGY FOR FUTURE BAKING PRODUCTS

To sum up, experiential marketing has an important guiding significance for baking food enterprises to break the deadlock. Enhancing the understanding of the real needs of consumers, the author bases his opinions on the survey data and China's baking product marketing strategy so as to put forward the following recommendations:

Firstly, change the marketing model of the past single price war, respect Customer experience and use the analysis of enterprise customer groups and different groups of customers to find the needs of customers to develop personalized marketing programs.

Secondly, enrich product content through increasing the different prices for different consumers of products, so that consumers have more choices.

Thirdly, dare to locate high-end customers, to occupy the high-end consumer market, as consumers gradually become rich, many consumers began to pursue quality, up to now the high-end consumer market has a huge bonus.

Fourthly, the enterprise must establish brand awareness, focusing on brand. It's pity that baking food industry is lack of well-known brands and the majority of enterprises in the brand marketing. The operational capacity is insufficient, which need to invest in capital and speed up the introduction of brand marketing related personnel.

Fifthly, to avoid the lack of the awareness of consumers, the enterprises need to use some of the resources to conduct research on the consumer, especially the consumers' changes in shopping attitudes and behavior in the era of the Internet, which is particularly important.

Sixthly, according to the customer - centered principle the enterprises design and produce products to carry out the promising marketing planning.

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